* Creation of World Class Collaterals.

* Centralized Electronic Media Campaign.

* Direct co-operative marketing with tour operators and wholesalers overseas.

* Grater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.

* Participation in Trade Fairs & Exhibitions.

* Optimizing Editorial PR and Publicity.

* Use of Internet and web marketing.

* Generating Tourist Publications.

* Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.

* Launching of Road Shows in key source markets of Europe.

* Focusing on growth of hotel infrastructure particularly budget hotels.

* Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

(c) to (e) Tourism proposals are sanctioned in consultation with the State Governments/UT Administrations subject to availability of funds and *inter se* priority. This is an on going process.

**Development of Buddhist Shrine of Sanchi in Madhya Pradesh**

†2034. SHRI PYARELAL KHANDELWAL: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that there is no scheme for the development of major Buddhist shrine of Sanchi (Madhya Pradesh) and to link this with the Buddhist circuit in the annua! plan formulated by Government to improve tourism;

(b) if so, the reasons therefor;

† Original notice of the question was received in Hindi.

(c) if not, the details thereof; and

(d) the details of the heritage sites throughout the country recognised by the UNICEF?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) to (c) The Ministry of Tourism has sanctioned a project proposal for Integrated Development of Central Circuit (Heritage, Nature & wildlife circuit) Gwalior-Shivpur-Chanderi-Orchha-Khajuraho-Jhansi-Bhopal-Sanchi and surrounding areas of bhimbetka-Pachmarhi-Kanha, Jabalpur (Bhedaghat) involving central financial assistance of Rs. 910.82 lakh during 2002-03 & 2003-04. The Ministry of Tourism sanctions Tourism Circuits Projects received from the State Governments/UT Administrations on the basis of consultations, field visits, availability of funds etc. No proposal has been received from the Government of Madhya Pradesh for linking Sanchi with the Buddhist Circuit, during the current financial year.

(d) The world heritage sites are recognized by the UNESCO. A list of such sites recognized by UNESCO for India is attached as Statement.

***Statement***

*List of Heritage sites throughout the country recognised by the UNESCO*

* Ajanta Caves (1983)
* Ellora Caves (1983)
* Agra Fort (1983)
* Taj Mahal (1983)
* Sun Temple, Konarak (1984)
* Group of Monuments at Mahabalipuram (1984)
* Kaziranga National Park (1985)
* Manas Wildlife Sanctuary (1985)
* Keoladeo National Park (1985)
* Churches and Convents of Gao (1986)

* Khajuraho Group of Monuments (1986)
* Group of Monuments at Hampi( 1986)
* FatehpurSikri(1986)
* Group of Monuments at Pattadakal (1987)
* Elephanta Caves (1987)
* Great Living Chola Temples (1987,2004)
* Sundarbans National Park (1987)
* Nanda Devi National Park (1988)
* Buddhist Monuments at Sanchi (1989)
* Humayun's Tomb Delhi (1993)
* Qutb Minar and its Monuments, Delhi (1993)
* Darjeeling Himalayan Railway (DHR) (1999)
* Mahabodhi Temple Complex at Bodh Gaya (2002)
* Rock Shelters of Bhimbetka (2003)
* Champaner-Pavagadh Archaeological Park (2004)
* Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)

**Development of Tourism in Assam**

2035. SHRI URKHAOGWRA BRAHMA: Will the Minister of TOURISM be pleased to state:

(a) whether Government have done any study as to why the tourism industry in Assam is in a bad shape despite having high potential in that sector;

(b) what steps Government have taken to bring about sustainable development in tourism sector in Assam; and

(c) what steps Government propose to take to boost the rural tourism in the State?